



# California Department of Veterans Affairs

## PUBLIC NOTICE

Contact: John Ochoa  
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(916) 651-7759  
February 24, 2011

### CALIFORNIA MEXICAN AMERICAN VETERANS' MEMORIAL BEAUTIFICATION AND ENHANCEMENT COMMITTEE

#### AGENDA

March 10, 2011  
2:00 PM to 4:00 PM

California Department of Veterans Affairs  
1227 O Street, Medal of Honor Hall (1<sup>st</sup> Floor)  
Sacramento, CA 95814

Pursuant to Government Code Section 11125(b), items on this notice are considered items of business to be transacted or discussed.

Robert Ruiz, Chairman  
Frank Alvarez, Member  
Daniel Contreras, Member  
Daniel Morales, Member

#### General Business

Call to Order & Pledge of Allegiance  
Welcome & Introductions  
Roll Call  
Reading & Approval of February 10, 2011 Minutes

#### Speaker

Robert Ruiz  
Robert Ruiz  
John Ochoa  
John Ochoa

#### Business Items

1. Business & Expense Report
2. Executive Officer's Report
3. Marketing & Fundraising

John Ochoa  
John Ochoa  
Robert Ruiz  
JP Tremblay

Chairman Ruiz and staff will report on marketing initiatives being planned with the assistance of Market Place Communications. The first event is the presentation of the Memorial design at the State Capitol.

#### **Recommended Action:**

Discussion/Information: Review and provide input on the activities planned for the presentation of the

Memorial design at the State Capitol.

4. Architectural/Engineering Design Services

Robert Ruiz  
Daniel Contreras

Richard Wyatt (CDVA) and Marilyn Nelson (DGS) will join Chairman Ruiz and Daniel Contreras in briefing the Committee on their February 22, 2011 Design Subcommittee meeting. Both members met with representatives of Quadriga Landscape Architecture and Planning, Inc., Mr. Wyatt and Ms. Nelson to provide guidance on specific elements of the Memorial design.

**Recommended Action**

Discussion/Information: Chairman Ruiz and Daniel Contreras, constituting the Design Subcommittee on behalf of the Committee, provided guidance to Quadriga Landscape Architecture and Planning, Inc., on elements impacting the Memorial design plans. These refinements will be reflected in updated design plans submitted to the Department of General Services, the California Department of Veterans Affairs (CDVA) and the Memorial Committee.

**Future Agenda Items:** Any Committee member or staff desiring to place items on the agenda, or items not on the agenda, but within the purview of the Committee, may make such request.

**Public Comment Period:** Members of the public desiring to speak on items on the agenda, or items not on the agenda, but within the purview of the Committee, may make such request.

**Adjournment.**

The next meeting of the Committee will be held on Thursday, April 14, 2011, from 2:00 PM to 4:00 PM, at the California Department of Veterans Affairs (CDVA), 1227 O Street, Sacramento, CA 95814, Medal of Honor Hall (1<sup>st</sup> Floor). Contact: John Ochoa, Executive Officer, California Mexican American Veterans' Memorial Beautification and Enhancement Committee, 1227 O Street, Sacramento, CA 95814, (916) 651-7759, or [john.ochoa@cdva.ca.gov](mailto:john.ochoa@cdva.ca.gov).

The meeting location is accessible to the physically disabled. A person who needs disability-related accommodations or modifications in order to participate in the meeting shall make a request no later than (5) working days before the meeting to the Committee by contacting John Ochoa, Executive Officer, California Mexican American Veterans' Memorial Beautification and Enhancement Committee, 1227 O Street, Sacramento, CA 95814, (916) 651-7759, or [john.ochoa@cdva.ca.gov](mailto:john.ochoa@cdva.ca.gov).

This Public Notice is also available for viewing in the California Department of Veterans Affairs lobby, at 1227 O Street, Sacramento, CA 95814, and online at [www.cdva.ca.gov/AboutUs/Meetings.aspx](http://www.cdva.ca.gov/AboutUs/Meetings.aspx).

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